

El Paso Merchants Enter Vast New Market

CONDITIONS in the El Paso trade territory have been more than satisfactory for the year 1909, with a steady advancement of the volume of trade for the later months of the year, and the assurance of a still greater increase for the first half of 1910.

A substantial increase in the population of the sections tributary to El Paso has, of course, contributed largely to this increase of trade brought to El Paso, but the greatest good has come from the organized effort of the business men to extend the lines of their trade territory, and with reduced railroad rates and greater effort, El Paso manufacturers and jobbers have greatly extended their lines of trade control.

Manufacturing Opportunities.

Regardless of this substantial increase in both the trade territory and volume of business, it is apparent to even the casual observer that the possibilities of the manufacturing and jobbing interests centered at El Paso have only been touched upon, and that the present condition demands not only greater effort upon the part of those already in the field, but offers exceptional opportunities for more capital.

Extent of Trade Territory.

El Paso's trade territory now extends over at least one-half of the population of the territory of New Mexico, and expected reduction of railroad rates will still further extend El Paso's influence in that territory. For many years past the railroad rates for local shipments out of El Paso restricted the jobbers to a district containing not much, if any, more than one-quarter of the population of the territory; recent reductions have extended that trade territory to cover an area containing about one-half of the population of the territory, and reductions already arranged for or now being considered should enable El Paso manufacturers and jobbers to reach almost two-thirds of the rapidly increasing population of New Mexico.

The entire southern portion of the territory of Arizona is either now, or soon will be, controlled by El Paso trade, and what has been done for New Mexico has been done for Arizona in the way of trade extension, the freight schedules having been materially reduced on many lines manufactured or handled in this city. Further freight reductions will go into effect by the first of February, greatly extending the trade area controlled by El Paso, and opening up new territory at a great distance in many important lines.

Increasing Population.

The large cities of Arizona are in the southern portion of the territory, and, like other parts of the great southwest, the population there is being rapidly increased. This population depends largely upon mining and its trade demands are far in excess of any similar population engaged in other occupations. This condition also holds good with a large part of the population of New Mexico, northern Mexico and the western coast of Mexico.

Western Texas is rapidly settling up and has been receiving increased attention from the manufacturers and jobbers of El Paso, with splendid results. The population is largely agricultural and is increasing very rapidly, making demands upon its trade centers which have not been met as they should have been; partly because those engaged in jobbing in that territory did not realize the importance of the movement of colonization, and therefore were not prepared for nor expecting any material increase in their trade; and partly because of the want of capital to properly handle a rapidly increasing demand.

Revival of Mexican Trade.

After the temporary setback of two years ago, the Mexican trade has been recovering rapidly, and is today greater than ever before in the history of the republic. An enormous population in a part of the state of Durango and all of the states of Chihuahua, Sonora and Sinaloa, is actually tributary to El Paso, and here again the rapidly increasing demands of the trade are not being fully met, for about the same reasons for neglecting a part of the trade of western Texas.

To resume, the manufacturing and jobbing interests of El Paso were never so prosperous as at the present time. The year 1909 has been a very encouraging one in all lines, the volume of trade having increased much faster than anticipated, and now offering exceptional opportunities for the investment of new capital to care for a trade which has far outgrown the channels of supply, and that, too, with no particular effort upon the part of the wholesalers covering the territory. The development of the country, and the construction of new lines of railroad in this trade territory, with a constantly increasing development of the natural resources, have combined to cause a rush of trade opportunities far beyond the present facilities of manufacturing and distributing.

Demands of the Trade.

This trade is demanding mining machinery, agricultural implements, pumping machinery for both mining and irrigation; windmills, hardware of all kinds; boots, shoes and clothing of superior grades; groceries, including the best lines of fancy goods; dairy

Year Just Past Has Meant Wonderful Trade Extension.

products, particularly butter and eggs, and large quantities of dressed poultry; building materials, including fancy brick, ornamental stone, inside finishings, cement, plaster, etc.; lumber, and many of its manufactured products; musical instruments, and the many other articles of manufacture demanded by a prosperous and highly civilized population.

El Paso is trying to meet this rapidly increasing demand with manufacturers of cement, flour, mining ma-

chinery, pumps, engine fittings, ornamental iron work, carriages, wagons, furniture, building materials and fittings, light metal work, iron and steel castings, some grades of clothing, saddlery, trunks and leather goods, cigars, confectionery, dressed meats, food specialties, and a few other articles. All other demands are met by jobbers handling the manufactures of eastern and western concerns.

It is easy to understand that there are many openings for manufacturing

enterprises in El Paso, and that for a number of years to come it will be impossible for local manufacturing concerns, no matter how many and how large are the newcomers, to meet the demand from the territory actually tributary to the city.

Opportunities in Agriculture.

While the agricultural interests have been prosperous, and thousands of acres added to the cultivated area for 1909, the increase of population has not been sufficient to keep up with the growth of the city and immediate valley, and all farm and dairy products are handled through jobbers, there being no attempt, as yet, to meet the demands of the trade by local products. The money annually sent through this city for such products amounts to an enormous sum, and offers lucrative employment for thousands of industrious people.

Tremendous Mine Development Of 1909

(Continued from Page 3)

and promise much development for 1910.

Chloride Flat District.

This district is sometimes called the Silver district, and is but a few miles from Silver City. With all silver districts, although once producing handsomely, this district has been going very slowly until lately. More activity developed during the year just closed, the new work being followed by good discoveries. Many new locations were made during the year, and many of the older properties either went to work or prepared to resume work early in the new year.

State of Sonora.

The year of 1909 in the mining industry of the state of Sonora was one of steady progress in all the districts, and particularly was there a pronounced recovery in the copper camps, such as Cananea.

During the year Cananea worked steadily and reached the records of the past for production. The C. C. C. company expended hundreds of thousands of dollars in improvements to the smelter and the methods of handling the ores, with the result that the cost of production was materially reduced, and it is now possible to produce copper there in competition with the largest and best equipped plants of the world. It is expected that the year 1910 will see the production largely increased over 1909. There are a number of other properties in a fair way to become producers during 1910, and if the market keeps up to its present promises the state of Sonora will be

first on the list of the world's copper producers.

Considerable activity is reported from the Altar district, where a number of gold and silver properties have changed hands during the year just closed. Some of the older properties along the Rio Asuncion have been bonded, and on some of them work is being pushed.

In the Alamos district, famous for its big bodies of medium and low grade gold and silver ores, there has been a rush for properties, and a number of companies have taken interests in there.

During the year 1909 some very promising discoveries were made in the district. Near the state line of Chihuahua a discovery of high grade tellurium ore was made, and the property bonded for \$100,000 gold, the purchasers being Bisbee parties, backed by eastern capital.

The entire Alamos district suffered the first part of the year from a scarcity of water, but the rains of the summer relieved the situation, and the mills are starting up again.

During the year the Harriman interests paid considerable attention to the Alamos district, sending in a number of parties of civil and mining engineers, geologists and scientific men. It was understood that the interests behind these men proposed to take over a number of the properties there and build large mills for dressing the ore, the scheme including large smelters on the gulf coast, to which the mills would ship their product. These parties carefully examined a portion of the district, mapped it, measured the available water power, made geological maps, took thousands of samples of

ore from the different properties, and did other things to cause the belief that there will be something big doing there very shortly.

Mining has been particularly active in the Nacozari section of the state, as not only did the established companies there do a great deal of work during the year, but a number of new companies became interested and acquired large holdings. A remarkably large number of sales were reported during the year, the larger number of properties going to men believed to be representing the Phelps-Dodge interests.

The Sahuaripa district has also been active the past year, a number of the larger companies undertaking tremendous improvements. The Glenquita company, operating about 50 miles from the district headquarters, is preparing to build a railroad between its mines and the Harriman Yaqual river line. This district is producing more gold than ever, the year just closed having been a very good one, and there are so many men and companies going in there that the year 1910 must be a good big one.

All Trade With El Paso.

The state of Sonora will purchase hundreds of thousands of dollars' worth of mining machinery, milling and smelting machinery, and mining hardware during the year 1910, and nearly all of it will be purchased through the El Paso houses, as nearly every mining district in the state is absolutely within the trade territory of El Paso, and freight reductions already secured or arranged for should enable El Paso firms to handle all the business.

El Paso manufacturers and jobbers should pay more attention to the needs of the large mining companies and to the methods of transportation possible in the districts in which their goods are sold. Many of the big companies are forced to buy inferior foreign goods because they come in packages the freighters will handle. Very few of the mining properties are located on the railroads, and the majority of them are using mule transportation from the railroad to their properties, and if they cannot get their goods in packages the packers can handle they do not buy the goods.

Aside from the machinery, steel and powder required for mining purposes, the mining trade of Sonora demands flour, coffee, sugar, corn, canned goods, boots, shoes, clothing of a fair grade, light articles of furniture, blankets, light stoves, cutlery, drugs, and many toilet articles; leather goods of all kinds find a ready sale, and in the larger mining towns almost everything sells which can be sold in an American mining camp. American goods are considered the best and command the highest prices everywhere in Mexico.

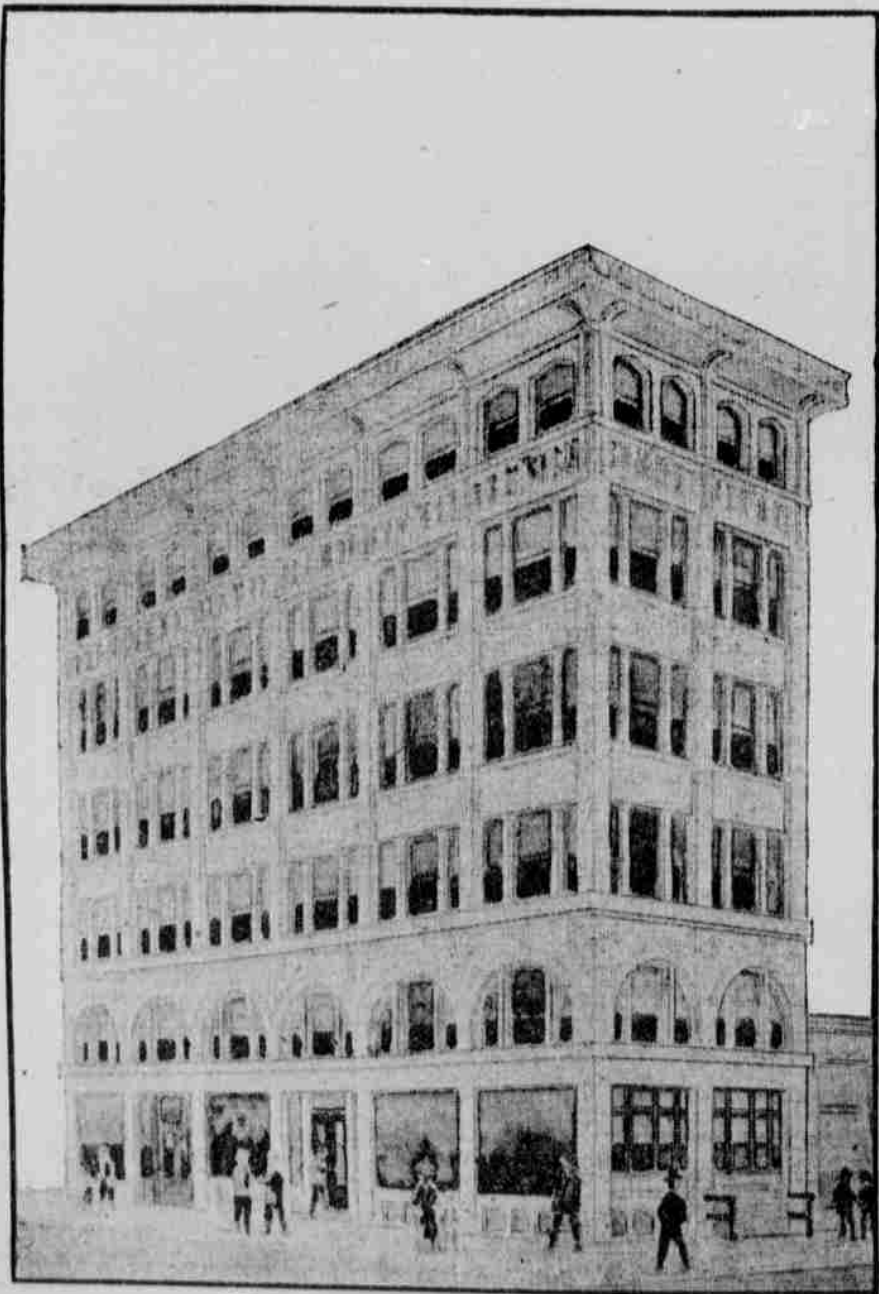
State of Sinaloa.

Mining in Sinaloa has been fairly active during the year 1909, and much more progress was made than during the year previous, but not as much was accomplished as is promised for the early months of 1910.

In the northern part of the state the district of Mocorito experienced the greatest activity in mining affairs, as in addition to the many rich properties being worked there by private enterprise, there are a number of large low grade gold and silver properties, which attracted the attention of representatives of American capital, and a number of them changed hands or were put under bond during the year.

In the central part of the state of Sinaloa there was but little real activity, the blismuth properties on the state line to the east being about the only producers of the year, but a number of other properties changed hands and were worked for the purpose of developing ore bodies.

In the southern part of Sinaloa there was considerable activity in the Noria, Concordia and San Ignacio districts, a number of sales being made and considerable development work done. These districts offer a number of large mining propositions which have been attractive to capital. The copper in the southern part of the state is so near the harbors of the gulf as to offer independent means of transportation to companies operating there that it is only a question of a few months until there is great activity in all the copper properties of those districts.



SKETCH OF NEW RIO GRANDE BANK.

The architect's sketch shows the building as six stories, but another story has been added during the erection of the building, making a beautiful and imposing structure.